

STATE OF ILLINOIS
ILLINOIS COMMERCE COMMISSION

Illinois Commerce Commission	:	
On Its Own Motion	:	
	:	11-NOI-01
Notice of Inquiry into the Implementation	:	
of Public Act 97-0222	:	

REPLY COMMENTS OF THE COALITION OF ENERGY SUPPLIERS

The Coalition of Energy Suppliers (“CES”), consisting of MidAmerican Energy Company (“MidAmerican”) and Interstate Gas Supply of Illinois, Inc. (“IGS Energy”), by and through its attorneys, DLA Piper LLP (US), pursuant to 83 Ill. Admin. Code 1700.340(c), hereby submits Reply Comments in response to the Notice of Inquiry 11-NOI-01 issued by the Illinois Commerce Commission (“Commission”). In support thereof, CES states as follows:

Both CES members, MidAmerican and IGS Energy, participate as suppliers of electricity in the Illinois competitive electricity market. CES has reviewed the Initial Comments provided to the Commission, and it appears that several parties have called for expanded or revised customer education measures associated with the PlugInIllinois website. (*See, e.g.,* AG/CUB Initial Comments at 1-3; Ameren Initial Comments at 1-3; ComEd Initial Comments at 1-2; CNT Energy Initial Comments at 2-3; ICEA Initial Comments at 2-4.) Although the commenting parties have different focuses and perspectives, the broad consensus appears to be that PlugInIllinois would benefit from expanded or revised customer education materials. Recognizing that customer education was not an issue explicitly posed by the Notice of Inquiry, the fact that several parties raised it independently shows that customer education is an important topic for a variety of parties and is worth further inquiry.

CES members strongly believe that an educated customer is the best customer, and would welcome an effort to expand and refine information and resources available to consumers to

allow them to make informed decisions regarding their energy-related options. To that end, CES proposes that the Commission consider initiating a collaborative process as a forum to update the PlugInIllinois educational materials. A collaborative process could take one of several forms -- from workshops to conference calls to requests for specific written changes to strawman documents -- and the collaboration need not be part of a formal proceeding. As it did for the collaborative process setting up parameters for PlugInIllinois, the Office of Retail Market Development would seem to be well-situated to take the lead in developing and implementing such a process.

CES appreciates the opportunity to participate in the discussion on PlugInIllinois and its important role in the Illinois electricity marketplace. CES looks forward to participating in the ongoing process to further improve PlugInIllinois -- including expanded or revised customer education information, which is an important component of a robust and vibrant competitive energy market.

Respectfully submitted,

THE COALITION OF ENERGY SUPPLIERS

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